BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

WHAT DOES BCH MEMBERSHIP OFFER (5)

Why should a person renew their membership?

First and foremost we must address what their perceived needs are. We must always ask “What are you looking for?” If we are to encourage members to renew their BCH membership, and guests to join, we must be able to clearly and effectively communicate the benefits to them of BCH. There are many tools we may use but first we must be able to enthusiastically express our support. Sometimes we may assume that because they have been to a meeting, are a current member or even a past member they are aware of all the benefits, or even just the ones that they desire. This may be true. However, it may be necessary to remind them, or even give them the same detail of information that you would a new prospective member. Here we must be careful to not make them feel uninformed.

Which of the following benefits of BCH membership are you sharing with members, and guests, and which ones can we start sharing?

MISSION:

In brief; to preserve and enhance the rights of responsible horsemen to use horses and mules on public land. The opportunity to participate and contribute to the mission in one or more of the following ways:

* Education
* Advocacy
* Work parties
* Supporting activities

PERSONAL INTEREST:

Experience friendly, open environment welcoming members and their input

Meet people, develop friendships and belong to a group with similar interests

Diversity of chapter membership allows members to ride and camp with others who have similar aspirations and a whole range of experiences

Additional social events (i.e. potlucks, rendezvous, etc.)

Rides, and campouts of varying lengths, locations & experiences, led by knowledgeable people – confidence of safe experience

Retail store discounts

Life Flight Network membership discount

Equestrian insurance through BCHA

Liability insurance for actions at BCH events

CONTINUED…

Enjoy riding trails that you have personally maintained

Pride in using your skills to help keep trails open for recreational use

Develop new skills

Use personal skills in a productive way

Stay fit

INFORMATION:

Stay informed about events and decisions affecting equestrian access to public land

Have a voice in decisions that affect your access and amenities on public land

Networking with people for information (farriers, trainers, suppliers, vets, events)

Learn about new places to ride with information about trails and trailheads

COMMUNITY SERVICE:

Opportunity to give back to the community and public lands

Opportunity to help others

EDUCATION:

Exposure to information and ideas from chapter, state and national members

Leave No Trace

Trail etiquette

Trail safety

First aide

Survival skills

Packing

Chainsaw and cross cut saw certification

Back country skills

Trailhead camping with a horse

Dutch oven cooking

Pasture management

Horse training and management

Trailer maintenance

ETC.